

# ORDER



**Orders**  
**Order / Rev:** 220281  
**Alt Order #:** 06870824  
**Product Desc:** A.P.I. TARGET  
**Estimate:**  
**Flight Dates:** 11/12/12 - 11/18/12  
**Original Date / Rev:** 11/09/12 / 11/09/12  
**Order Type:** REG

**WVBT**  
**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 3299 K Street Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/American Petroleum Institute  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN12083/SP9176/AL2014  
**Agency External ID:** IN13871/SP2622/AL1146

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/18/12	3	\$3,000.00	\$2,550.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	3	\$3,000.00	\$2,550.00	0.00
<b>Totals</b>	<b>3</b>	<b>\$3,000.00</b>	<b>\$2,550.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	11/12/12	11/16/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	MTWTF--	:30	2	\$1,000.00	P1	0.00	NM	2	\$2,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/12/12	11/18/12	MTWTF--			2			\$1,000.00		0.00			
E 2	WVBT	11/18/12	11/18/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
SUNDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/12/12	11/18/12	-----S			1			\$1,000.00		0.00			
													Totals	3	\$3,000.00